



WXYZ

# ORDER

Flight Dates **10/31/12-11/05/12**

Contract / Revision      **312758 /**      **Protecting Michigan Taxpayers**

Original Date / Revision      Agency Com      15%

09/26/12    10/17/12      Billing Contact

Advertiser **Protecting Michigan Taxpay**  
**P. O. Box 25093**  
**Alexandria, VA 22313**

Agency    **Main Street Media**

Buying Contact  
**P. O. Box 25093**  
**Alexandria, VA 22313**  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep      00:20:00  
Estimate #      **1062**  
Alt Order #  
Billing Type      Cash  
Order Type      GENERAL  
Billing Cycle      EOM/EOC  
Billing Calendar BROADCAST  
Demographic    A25-54  
Rev Codes      POL      POL      ISS  
Product Codes PL  
Priority          FX  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	64	\$142,970.00	\$168,200.00	0.00	10/29/12	11/05/12	64	\$142,970.00	\$168,200.00
<b>Totals</b>	<b>64</b>	<b>\$142,970.00</b>	<b>\$168,200.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	11/01/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--1---	:30	2	\$900.00	FX	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	1--1---			2		\$900.00		0.00				
N 2	WXYZ	10/31/12	11/02/12	6am News M-F Action News 6am	CM	6-7am M-F	--1-1--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/31/12	11/06/12	--1-1--			2		\$1,800.00		0.00				
N 3	WXYZ	10/31/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/26/12

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Contract / Revision **312758** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/31/12	11/05/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	1-111--	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$2,000.00		0.00					
N 4	WXYZ	10/31/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1-111--	:30	4	\$1,000.00	FX	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,000.00		0.00					
N 5	WXYZ	10/31/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1-111--	:30	4	\$800.00	P-2	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 6	WXYZ	10/31/12	11/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1-111--	:30	4	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
4	WXYZ	10/31/12-11/06/12		M-F 11a-12n	11am-12pm M-F		M-WThF----	:30	<del>(\$1,500.00)</del>	0.00	NM			
Credited														
N 7	WXYZ	10/31/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	1-111--	:30	4	\$1,200.00	FX	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,200.00		0.00					
N 8	WXYZ	10/31/12	11/05/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1-111--	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 9	WXYZ	10/31/12	11/05/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1-111--	:30	4	\$800.00	P-3	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$800.00		0.00					
N 10	WXYZ	10/31/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1-111--	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$1,000.00		0.00					
N 11	WXYZ	10/31/12	11/02/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	--1-1--	:30	2	\$1,400.00	FX	0.00 NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	--1-1--	2		\$1,400.00		0.00					
N 12	WXYZ	10/31/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	1-111--	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1-111--	4		\$2,000.00		0.00					
N 13	WXYZ	11/01/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	1--1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	1--1---	2		\$2,500.00		0.00					
N 14	WXYZ	10/31/12	11/02/12	7p News M-F 7-730p	CM	7-730pm M-F	--1-1--	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/31/12	11/06/12	--1-1--	2		\$2,500.00		0.00					



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Print Date: 10/26/12

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Contract / Revision **312758** Flight Dates **10/31/12-11/05/12** Hiatus Dates  
 Original Date / Revision 09/26/12/ 10/17/12 Order Sep 00:20:00  
 Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N15	WXYZ	11/01/12	11/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	1--1---	:30	2	\$3,000.00	FX	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	1--1---					2	\$3,000.00		0.00		
N16	WXYZ	11/05/12	11/05/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$20,000.00	FX	0.00 NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	M-----					1	\$20,000.00		0.00		
N17	WXYZ	10/31/12	11/04/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun--	1-111	:30	4	\$5,000.00	FX	0.00 NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	--1-111					4	\$5,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
3	WXYZ	10/31/12-11/06/12		Late News M-Su			11-1135pm M-Su	--W-FSaSu	:30	<del>(\$5,000.00)</del>		0.00 NM		
See MG 17.5 [news is at 1130pm on Saturday, 11/3]														
5	WXYZ	11/03/12-11/03/12		Late News M-Su			11-1135pm M-Su	11:30 PM-12:00-----Sa--	:30	\$5,000.00		0.00 NM		
Ⓜ MG for 17.3 11/03														
N18	WXYZ	11/01/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M--	1---	:30	2	\$2,500.00	FX	0.00 NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	1--1---					2	\$2,500.00		0.00		
N19	WXYZ	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	--W----	:30	1	\$7,500.00	P-2	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	--W----					1	\$7,500.00		0.00		
N20	WXYZ	11/01/12	11/01/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$18,000.00	P-2	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	---T---					1	\$18,000.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
1	WXYZ	10/31/12-11/06/12		Thursday Prime B			9-10pm Thursday	---Th-----	:30	<del>(\$18,000.00)</del>		0.00 NM		
See MG 20.2 [CMA Awards]														
2	WXYZ	11/01/12-11/01/12		CMA Awards			8-11pm	---Th-----	:30	\$12,000.00		0.00 NM		
Ⓜ MG for 20.1 11/01														
N21	WXYZ	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	----F--					1	\$5,000.00		0.00		
N22	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	-----S-					1	\$900.00		0.00		
N23	WXYZ	11/03/12	11/03/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/31/12	11/06/12	-----S-					1	\$2,000.00		0.00		
N24	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WXYZ

Print Date: 10/26/12

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Contract / Revision **312758** Flight Dates **10/31/12-11/05/12**

Hiatus Dates

Original Date / Revision 09/26/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1062**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N24	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S-					1	\$3,000.00		0.00			
N25	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$900.00		0.00			
N26	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$1,800.00		0.00			
N27	WXYZ	11/04/12	11/04/12	Sunday Prime A Sunday Prime A	CM	7-8pm Sunday	-----S	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$8,000.00		0.00			
N28	WXYZ	11/04/12	11/04/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----S	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/12	11/06/12	-----S					1	\$15,000.00		0.00			
Totals														64	\$168,200.00